

METHOD, SYSTEM AND TOOLS FOR PERFORMING BUSINESS- RELATED PLANNING

Abstract of the Disclosure

A business planning technique uses a structured process for providing a marketing solution to an organization. The technique includes the steps of: (a) in a first stage, chartering the process by defining its objective based on input from at least one senior leader of the organization, and developing a plan for collecting data to reach that objective; (b) in a second stage, gathering data pertaining to the organization's environment from secondary and primary sources, and performing preliminary structuring and assessment of such data; and (c) in a third stage, conducting a strategic workout session with the at least one senior leader, including developing, bundling and prioritizing solutions; and (d) in a fourth stage, conducting a tactical workout session, including allocating resources to implement a selected solution. The technique uses various tools to perform the tasks defined by the structured process, such as a SWOT tool, a strategy prioritization tool, a market prioritization tool, a multi-blocker (e.g., GE 9-blocker) tool, a risk verses newness tool, etc.

Figures

0969222 080901
T08080 2226960